

# MEETING CUSTOMER NEEDS

*Darshita Thaker of KREO Design & Innovation outlines their branding efforts for the country's first CP Farm Fresh retail store in Bangalore*



## THE CLIENT

The CP Group is a multinational conglomerate based in Thailand and a leader in agro-industry, food and retail. The group has a presence in 21 countries across the world including

India. Among the many brands promoted by the CP Group, Five Star Chicken is an easily recognizable name in India and has gone on to become one of the big success stories in the country. The CP Group's latest offering for which we gave a turnkey branding and retail design solution has helped them in establishing a remarkable positioning in the fresh meat segment.

## THE OBJECTIVE

The CP Group was making a foray into India with its CP Farm Fresh retail stores which showcased a unique concept. The branding therefore needed to capture the essence of their unique offering where consumers could shop for the freshest meat sourced directly from CP farms. Their retail branding needed a fresh, original approach and involved taking the concept to the consumer in a creative manner.





Final store  
(exterior view)

**OUR STRATEGY/APPROACH**

Clear, clutter-free and vibrant - this sums up the overall approach. We created an engaging storyline for the in-store branding with a mix of refreshing colors and clever design. The idea was to make it appealing to the young and old, and at the same time convey the core strengths of the brand. In line with this, innovative branding styles were adopted throughout the store and displays had a novel look and feel. Every element in the branding was detailed and was used to play a part in conveying the brand story and idea in a captivating manner.





Final store  
(interior view)

Our work included end-to-end solutions including the complete store design, in-store communications, fixture designs, product packaging, point-of-sale merchandise and many more.

### THE IDEA

The idea was to project 'From Farm to Table', a first-of-its-kind concept where customers got only the freshest meat sourced directly from CP's state-of-the-art farms. The idea came from an understanding of the largely unorganized broiler/meat market in India where conditions were generally perceived to be unhygienic and methods/techniques used



Staff T-shirts and Aprons





(Top-Bottom)

1. Store signage and wayfinding
2. Final Brand communication and collaterals

were archaic. This resulted in a poor customer experience and quality issues with respect to the end-product. Against this background, we also did extensive research on the competition in the organized meat retail segment. The takeaway was that there was immense potential for showcasing the quality, freshness, technology and service in the meat retail space. It was a concept that would change the thinking of the typical Indian consumer who needs to buy meat. From coping with bad quality and inconvenience, the consumer could make the



transition to convenience, world-class quality and a top notch shopping experience.

**CUSTOMER CONNECT**

The CP retail store offers a vibrant shopping experience for customers and combines it with a high quality product. The 'From Farm to Table' idea appeals to young and old alike, giving consumers the convenience of buying ready-to-cook chicken/meat from the store and cooking it at home with ease. It encourages the concept of Indian families spending more time cooking and enjoying the food rather than wasting time in the process of procuring and cleaning the chicken/meat.

**STORE HIGHLIGHTS**

The in-store shopping experience has been accentuated with novel props like a fresh hay basket that contains eggs, a delightfully crafted marinated section complete with freshly marinated products, and a tasting tray. These innovative ideas encourage impulsive buying and give rise to an interactive and exciting shopping experience.

*(An alumna of National Institute of Design, Darshita Thaker quit the corporate world three years ago to start the Bangalore-based KREO Design & Innovation.)*

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